

ABSTRACT

Rahma, Syafrida A. 2014 Thesis. Title: “The Product Quality Dimensions Effects Of Purchase Decision (The studies Case on Lamongan Yamaha mio consumer users)”

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Keywords : Quality Dimensions Product, Purchase Decision

Increasingly fierce competition to encourage companies to be more creative and innovative to the products offered. Improvement of product quality on an ongoing basis is one way in which the company to survive and consumer demand. Quality products that met the company wants to be seen from the perspective of the consumer, because the consumer is the most important thing that must be considered in designing a new management system and, in addition to the consumer is the target market for the products produced by the company so desires and tastes of consumers is a key condition for the survival of life companies. It is intended to meet the market demand and motivation for companies to always pay attention to the quality of its products

This research is a quantitative study, by using primary and secondary data. Analysis model using the classical assumption test consists of a test multicollinearity, heteroscedasticity test, autocorrelation test and the test for normality. Followed by hypothesis testing using test f (simultaneous), t test (partial)

The results showed that, the dimensions of the quality of the product consists of performance (X1), privilege (X2), reliability (X3), conformation (X4), durability (X5), the ability of services (X6), aesthetics (X7), and quality perceived (X8) simultaneously and partially significant effect on purchasing decisions (Y).

